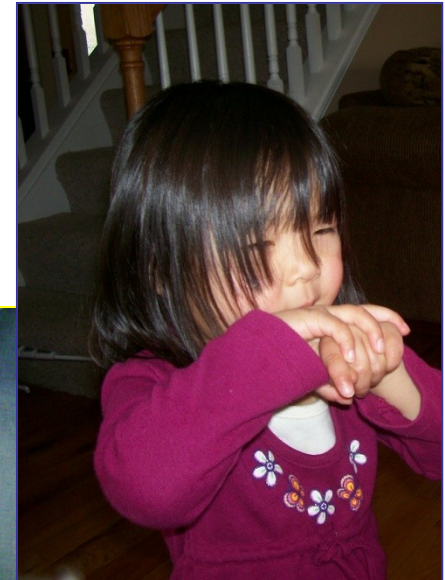


The Baby Signs® Program Supporting Military Families



In Your Packet

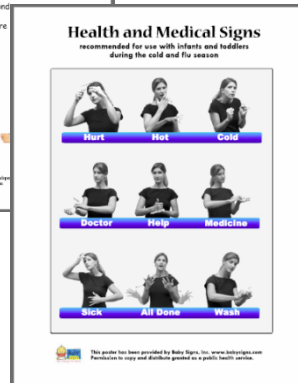
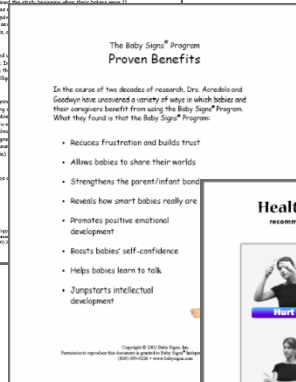
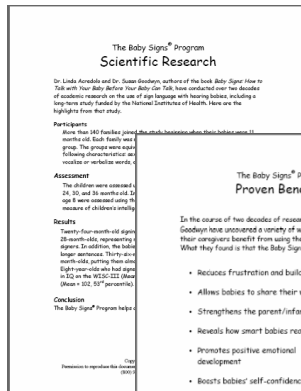


Baby Signs® Sticker

Scientific Research Overview

Proven Benefits

Center Resources

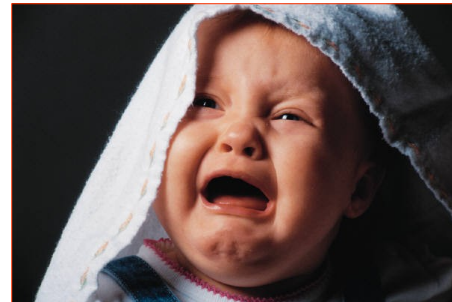
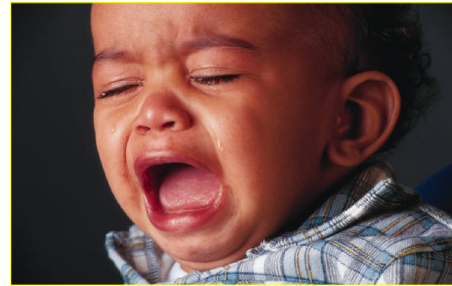
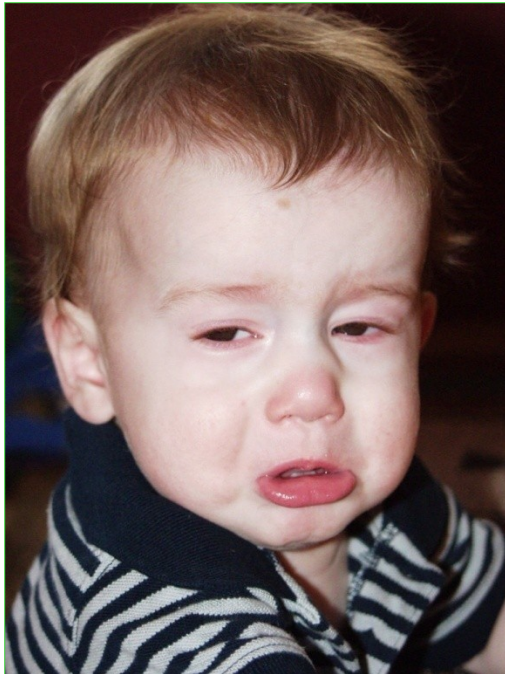


The Baby Signs® Program Supporting Military Families



The Problem . . .

All too often babies are at a “loss for words” to tell us what’s wrong...



and...



. . . all too often babies are at a “loss for words” to tell us what’s on their minds.



The Solution . . .

Using simple, easy-to-learn signs, hearing babies and toddlers can communicate what they see, what they need, and even how they feel before they can speak.



Hat



Moon



Teaching Babies to Sign Is Natural

“Bye-bye,” “yes,” and “no” are signs every baby learns.

*As easy as
teaching a baby
to wave bye-bye!*



The Research

1982 - Present

Over 25 years studying signing in hearing babies

Dr. Susan Goodwyn
&
Dr. Linda Acredolo

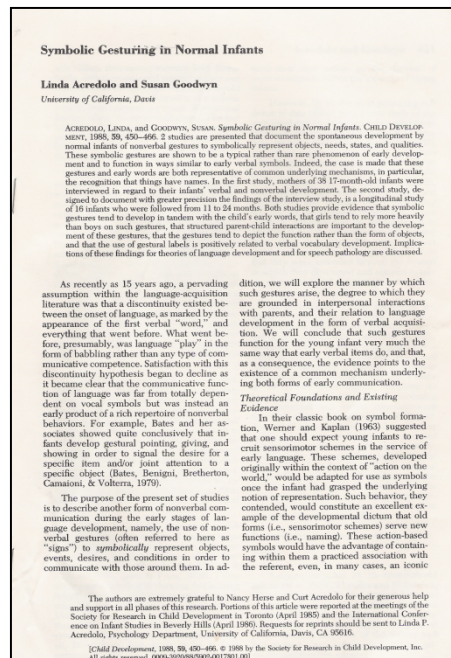


Spontaneous Signing Is Common

1982-1985: Observational Studies



Blowing for “Hot”



Panting for “Dog”



Is Signing Good for Babies?

Two Decades of Research at the University of California Prove the Answer Is YES!

National Institutes of Health (NIH) Study

Babies
Encouraged to
Sign

Babies NOT
Encouraged to
Sign

Compared on Wide Variety
of Measures over 2 years
(11 – 36 mos.)

IMPACT OF SYMBOLIC GESTURING ON EARLY LANGUAGE DEVELOPMENT

Susan W. Goodwyn, Linda P. Acredolo, and Catherine A. Brown

ABSTRACT: The purpose of the present study was to evaluate the effect on verbal language development of purposefully encouraging hearing infants to use single gestures as symbols for objects, requests, and conditions. To this end, 103, 11-month-old infants were divided into three groups, all of whom were seen in the laboratory for a variety of assessments, including standardized language tests at 15, 19, 24, 30, and 36 months. Parents of those in the Sign Training group modeled symbolic gestures and encouraged their infants to use them. Parents of infants in the Non-intervention Control group knew nothing about symbolic gestures or our special interest in language development. As a control for "training effects" (i.e., effects attributable to families being engaged in a language intervention program), parents of a second control group of infants (the Verbal Training group) were asked to make special efforts to model verbal labels. After comparisons of the two control groups minimized concerns about training effects, comparisons between the Sign Training and the Non-intervention Control group indicated an advantage for the Sign Training group on the vast majority of language acquisition measures. These results provide strong evidence that symbolic gesturing does not hamper verbal development and may even facilitate it. A variety of possible explanations for such an effect are discussed.

A view of the child as a preformed adult endowed with special linguistic input and output devices is giving way to a view of the child as a creature equipped with ears and eyes and with various moving parts that can be harnessed to form the sounds and sights of its species communicative signals. (Shadden-Kennedy, 1991, p. 89)

For many years the phrase "language development" was used almost exclusively in reference to the development of verbal language. A child's

Susan Goodwyn, Ph.D., Psychology Department, California State University, Stanislaus; Linda Acredolo, Ph.D., Psychology Department, University of California, Davis; Catherine A. Brown, M.A., Department of Communicative Disorders, San Diego State University.

This research was supported by grant HD25476 from the National Institutes of Child Health and Human Development. We gratefully acknowledge the parents and children who participated in this long-term, longitudinal study.

Address correspondence to Linda Acredolo, Psychology Department, University of California at Davis, Davis, CA 95616; e-mail: lparedolo@ucdavis.edu.

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81



Language Assessment Results

Signing Grp's
average *tops*
Control Grp's

Signing Grp's
average
equals
Control Grp's

Signing Grp's
average is
lower than
Control Grp's

15 mos Vocab. ($p=.077$)
mos

19 mos Vocab.

24 mos Vocab. ($p=.074$)

30 mos Vocab. ($p=.038$)

ECA 15 mos ($p=.035$)

RCA 15 mos ($p=.07$)

RCA 19 mos ($p=.012$)

EOW 24 mos ($p=.067$)

ROW 24 mos ($p=.038$)

MLU 24 mos ($p=.04$)

Upper Bnd 24 mos ($p=.05$)

Phonemic Disc. ($p=.055$)

EOW 30 mos

ROW 30 mos

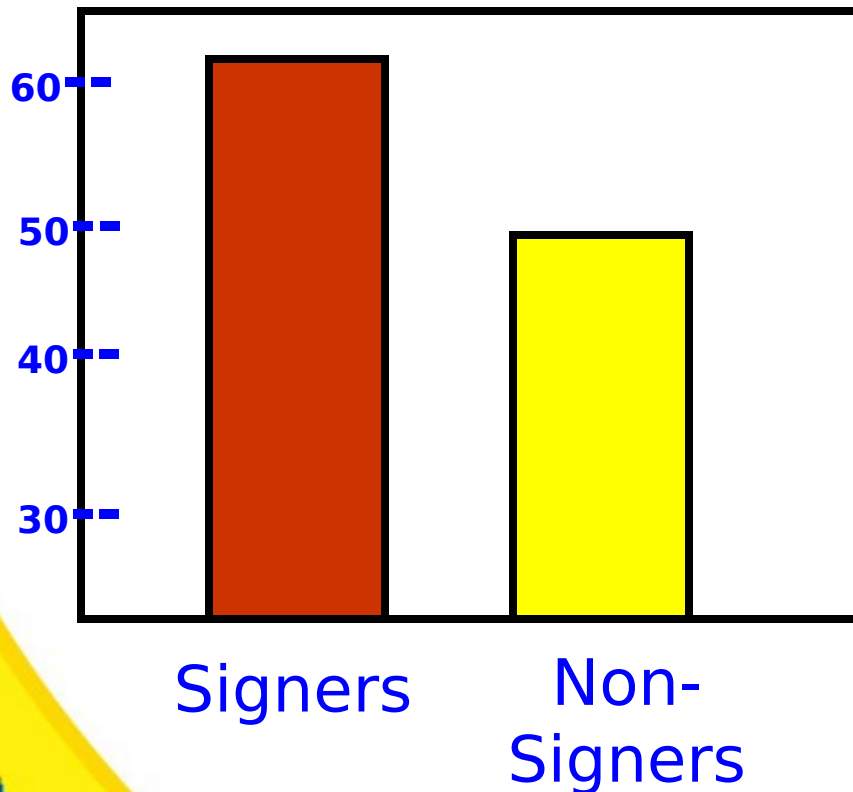
EOW 36 mos ($p=.065$)

ROW 36 mos



The Baby Signs® Program Advantage

“Larger Vocabularies”



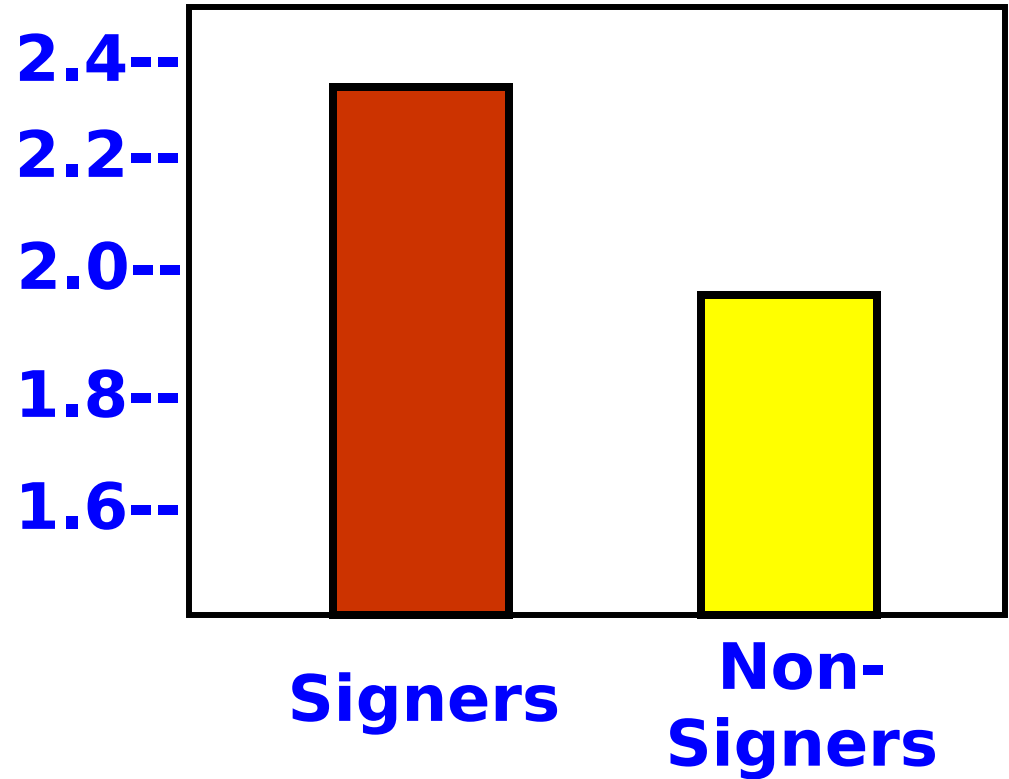
Children in the Baby Signs® Program had larger vocabularies at 24 months of age than children who were not.



The Baby Signs® Program Advantage

“Longer Sentences”

Children in the Baby Signs® Program had significantly longer sentences at 24 months of age than children who were not.



The Long-Term I.Q. Advantage

THE LONGTERM IMPACT OF SYMBOLIC GESTURING DURING INFANCY ON IQ AT AGE 8

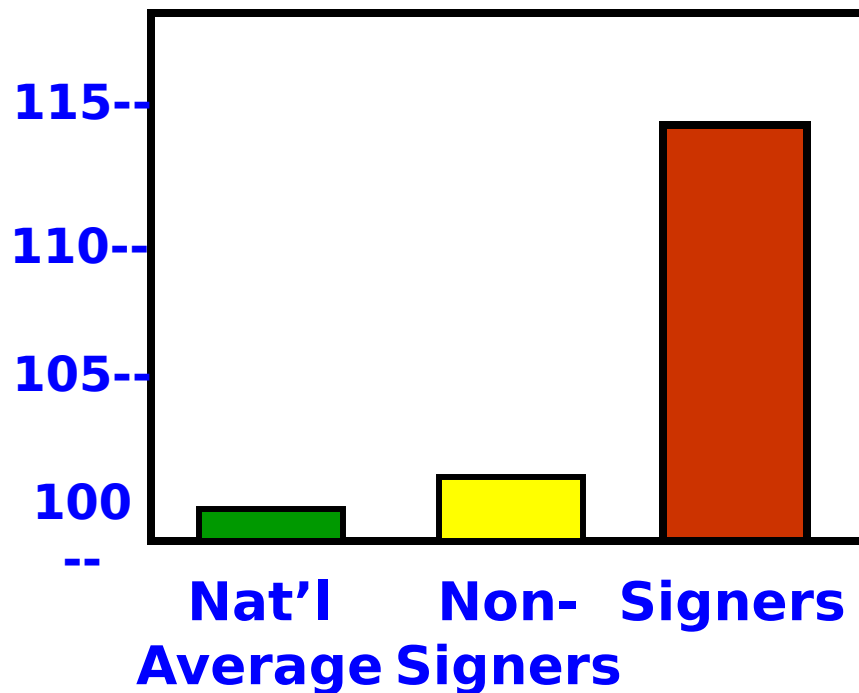
Linda Acredolo, Ph.D. and Susan Goodwyn, Ph.D.

The term "language development" as applied to hearing children typically refers to communication in the verbal modality. However, focusing only on verbal communication ignores another avenue available to hearing infants, the use of simple gestures to represent objects (e.g., sniffing for "flower"), conditions (e.g., blowing for "hot"), and desires (e.g., finger tips tapping for "more"). Results of a case study (Acredolo & Goodwyn, 1983) and cross-sectional and longitudinal studies (Acredolo & Goodwyn, 1988) have shown that infants between 10 and 20 mos are so highly motivated to communicate that they often spontaneously recruit such "symbolic gestures" as a way around the obstacle posed by the articulatory demands of verbal words.

In 1999 a longitudinal study was undertaken to determine whether actively encouraging babies to use this type of preverbal communication would have an effect on subsequent language and cognitive development. To this end, three groups of infants were assessed in laboratory sessions at 11, 15, 19, 24, 30, and 36 months. Relevant to the current study are the Sign Training Group (ST Group: $N = 32$), whose parents were instructed to promote the use of symbolic gestures by consciously modeling them along with their verbal equivalents, and the Non-Intervention Control Group (NI Group: $N = 37$) whose parents were told nothing about gesturing. Three main results of this training study are particularly important to the current report. First, the study indicated that infants would, in fact, use symbolic gestures if encouraged to do so by their parents ($M = 20.3$, Range: 9-61). (See Table 1 for examples). Second, the results of the various verbal language assessments indicated an advantage for the ST over the NI children in both receptive and expressive development (Goodwyn & Acredolo, 1998). Third, the ST children scored significantly higher than the NI children on the Bayley MDI at 24 mos.

The purpose of the present study was to extend these group comparisons into the elementary school years. Specifically, all of the original ST and NI children who could be re-located (19 of 32 ST children and 24 of 37 NI children) were assessed using the WISC-III during the

Paper presented at the International Conference on Infant Studies (July 18, 2000: Brighton, UK) [L.P. Acredolo, Psych. Dept., UC Davis, Davis, CA 95616 -- lpacredolo@ucdavis.edu, www.babysigns.com]



**Children in the Baby Signs® Program
had significantly higher IQ scores at
age 8 than children who had not.**



Why These Positive Effects?

1. Signing excites children about communicating.
2. Signing elicits lots of words from adults.
3. Signing stimulates brain development.



Social and Emotional Benefits!

Being able to sign...

- Reduces frustration for babies and caregivers
- Allows babies to share their worlds
- Strengthens the caregiver-child relationship
- Increases respect for babies
- Boosts self-esteem and self-confidence



Special Issues for Military Families



Deployment and
separation

Increased stress levels

Injured family members

Changing environments

Reunification

Strong emotions



The Baby Signs® Program Can Help

Deployment and Separation

Increases Communication



Reduces Stress and Frustration

Increases Empathy

Increases Consistency in Routines

Promotes Bonding

Provides a Way to Express Feelings



The Baby Signs® Program Can Help

Increased stress levels

Decreases Stress and Frustration

Provides a Way to Express Feelings

Promotes B



The Baby Signs® Program Can Help

Dealing with injured family members

Fosters Empathy

Increases Communication

Promotes Bonding

Provides a Voice

Expresses Feelings



The Baby Signs® Program Can Help

Changing Environments

Supports Consistency in Routines

Promotes Bonding

Provides a Way to Express Feelings

Decreases Stress and Frustration



The Baby Signs® Program Can Help

Reunification

Promotes Bonding

Increases Communication

Provides a Way to Express

Feelings

Supports Consistency in Routines

Decreases Stress and Frustration



The Baby Signs® Program Can Help

Strong Emotions

Provides a Way to Express Feelings

Fosters Empathy

Decreases Strong Frustration



How Child Care Providers can Support Parents

Provide Resources to help families

- Online signing dictionary
- Parent newsletters and social networking
- Free downloadable resources
- Baby Signs Program Introduction Video
- Resources available on many military bases
- Lending Libraries



www.BabySigns.co

BABY SIGNS®

Contact Us At:
(800) 995-0226



The Original Sign Language Program for Babies

Home
Online Store
Program
Classes
Find a Class
Video
Dictionary
Start a Business
ECE Training
Resource
Library
International
About Us
Our Friends
In the News
On The Grow
Program

Get video tips

Baby Signs TV

Read us on

Blogger



The World's Leading Baby Sign Language Program

Join Our Email List!

GO

Start signing with your baby
today!

- Learn about the **research-proven benefits** of the Baby Signs Program.
- Find your local Baby Signs Instructor and take a **class**.
- Choose from **many products** that all help to make signing fun and easy.
- Learn about the Baby Signs **Child Care Center Certification Program**.
- Start your own Baby Signs **Home Business**.

"Baby Signs
has the most comprehensive line
of baby sign language products
on the market today."



Baby Signs - Windows Internet Explorer



www.BabySigns.com

Parent Newsletter

Video Dictionary

Social
Networking

The screenshot shows the homepage of www.BabySigns.com. At the top, a red banner reads "The Original Sign Language Program for Babies". Below this, a large yellow banner features a photo of a smiling baby and the text "The World's Leading Baby Sign Language Program". To the left is a red sidebar menu with links: Home, Online Store, Program, Classes, Find a Class, Video Dictionary, Start a Business, ECE Training, Resource Library, International, About Us, Our Friends, In the News, and On The Grow Program. Below the menu are buttons for "Get video tips", "Read us on Blogger", and "Follow us on twitter". In the center, there's a "Join Our Email List!" section with a text input field and a "GO" button. Below that, a section titled "Start signing with your baby today!" lists several bullet points about the program's benefits and products. To the right of this list is a "Shop" section with a teddy bear holding books and a thought bubble stating "Baby Signs has the most comprehensive line of baby sign language products on the market today." At the bottom right, there are two promotional boxes: "Medical & Health Signs" and "Save 25% when you get both board books." Below these is a "Get a 10% Off Coupon Code" section. Arrows from the surrounding text labels point to specific elements: "Parent Newsletter" points to the "Join Our Email List!" section; "Video Dictionary" points to the "Video Dictionary" link in the sidebar; "Social Networking" points to the "Follow us on twitter" button; and "Introductory Video" points to the "Watch Introduction Video" button.

Home
Online Store
Program
Classes
Find a Class
Video Dictionary
Start a Business
ECE Training
Resource Library
International
About Us
Our Friends
In the News
On The Grow Program

Get video tips
Read us on Blogger
Follow us on twitter

Join Our Email List!

Start signing with your baby today!

- Learn about the **research-proven benefits** of the Baby Signs Program.
- Find your local Baby Signs Instructor and take a **class**.
- Choose from **many products** that all help to make signing fun and easy.
- Learn about the Baby Signs **Child Care Center Certification Program**.
- Start your own Baby Signs **Home Business**.

Watch Introduction Video
Now in 40 countries!

Shop
shop by shop by download

Medical & Health Signs
Help him tell you what's wrong.
Learn more.

Save 25%
when you get both board books. Expires 8/31
Click to Buy

Get a 10% Off Coupon Code
Follow us on Twitter and we'll direct message you a coupon code for 10% off your order.
Click to Follow



Introductory Video

© 2007 Baby Signs, Inc.

How Child Care Providers can Support Parents (cont'd)

Show Signing Babies

- Signing Babies video clip
- Potty Training Introduction video

Share Success Stories

- Classroom experiences
 - Bulletin boards
 - Online photo galleries
 - Take home books
- Parent Yahoo group



www.BabySigns.co



The screenshot shows the Baby Signs website interface. A red sidebar on the left contains a list of navigation links. A black arrow points from the word 'click' to the 'Resource Library' link in this sidebar. The main content area has a red header with the 'BABY SIGNS' logo and the tagline 'The Original Sign Language Program for Babies'. Below this, the 'Resource Library' section is titled 'Library: Videos, Articles and Research'. It contains three sub-sections: 'Video Library', 'Article Library', and 'Family Newsletter Library'. The 'Video Library' lists three items: 'Baby Signs Program Introduction', 'Signing Babies in Action', and 'Potty Training Program Introduction'. The 'Article Library' lists five items: 'Deaf Life: The Baby Signing Boom', 'The Baby Signs Program and ASL', 'Babies and TV: What do we know?', 'Impact of Signing on Literacy', and 'Impact of Signing on Social Development'. The 'Family Newsletter Library' has a button that says 'View our ARCHIVE'. At the bottom of the main content area is a 'Research Library' section with one item: 'Baby Signs Program Research'. Two black arrows point from the text 'Babies Signing' to the 'Signing Babies in Action' video link and the 'Potty Training Program Introduction' video link. Another black arrow points from the text 'Using Signs in Potty Training' to the 'Potty Training Program Introduction' video link. At the bottom left of the page, there is a small logo for 'Baby signs' featuring a cartoon baby.

Baby SIGNS®
The Original Sign Language Program for Babies

Contact Us At:
(800) 995-0226

Resource Library
Library: Videos, Articles and Research

Video Library

- [Baby Signs Program Introduction](#)
- [Signing Babies in Action](#)
- [Potty Training Program Introduction](#)

Article Library

- [Deaf Life: The Baby Signing Boom](#)
- [The Baby Signs Program and ASL](#)
- [Babies and TV: What do we know?](#)
- [Impact of Signing on Literacy](#)
- [Impact of Signing on Social Development](#)
- [Signing in a Bilingual Environment](#)

Family Newsletter Library

[View our](#) **ARCHIVE**

Research Library

- [Baby Signs Program Research](#)

click

Babies Signing

Using Signs in Potty Training



How Child Care Providers can Support Parents (cont'd)

Start with a Few Signs

- Needs
- Feelings
- Family members
- Words of interest



Video Dictionary DVD

www.FreeBabySignsDVD.com



How Child Care Providers can Support Parents (cont'd)

Share the Ease and Simplicity of learning and using signs

- Music
- Books
- Routines



Sing and Sign!

The Feelings Song

Tune: If You're Happy and You Know It

If you're **HAPPY** and you know it
Go like this (**HAPPY, HAPPY**)

If you're **HAPPY** and you know it
Go like this (**HAPPY, HAPPY**)

If you're **HAPPY** and you know it
Then your face will surely show it

If you're **HAPPY** and you know it
Go like this (**HAPPY, HAPPY**)

Other verses:

If you're **SAD** and you know it

If you're **AFRAID** and you know it

If you're **ANGRY** and you know it



How Child Care Providers can Support Parents (cont'd)

Finding other signing families and opportunities

- Baby Signs® Parent Workshops
- Sign, Say & Play Classes (6-weeks)
- Free Play Groups (monthly)
- Independent Certified Instructors
Military spouses, community members
- Certified Training Centers
New Parent Support, hospitals, children's gyms,
Speech Language Centers
- On-line classes - Knoodle.com



Join us at NAEYC

Featured Presentation

Wednesday, November 18 at 1—4 pm
Washington Convention Center
Ballroom A/B

Exhibit Booth 221

See our new classroom seating rug and take advantage of special conference discounts!



Baby Signs, Inc. wants to thank you for helping the children of military families.



**Prize
Time**



Questions and Answers

Bonita Broughton

ECE Program Specialist

bonita@babysigns.com

www.babysigns.com

